

Message Text

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PAGE 01 STOCKH 02697 231146Z
ACTION EUR-12

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TO USDOC WASHDC
INFO SECSTATE WASHDC 0932

UNCLAS STOCKHOLM 2697

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: ADS REQUESTA FRATHOM CO., NEW YORK, N.Y.

THE FOLLOWING FIRMS ARE ACTIVELY CONSIDERING THIS OFFER AND WANT
TO HEAR FROM SUBJECT COMPANY DIRECTLY:

1. ELPROMAN AB
BOX 5002
S-141 05 HUDDINGE, SWEDEN
CONTACT: MR. KE. HJELM, MANAGING DIRECTOR
TELEPHONE: 08/88 02 50
TELEX: 11777 ELPRO S

2. THIS COMPANY, WHICH SPECIALIZES IN THE WIRE AND CABLE MARKET
AND SUPPLIES SWEDISH MANUFACTURERS AND EXPORTERS OF UL- AND CSA-
APPROVED CABLES AND CORDSETS, IS INTERESTED IN OBTAINING PRICE
QUOTATIONS AND A DETAILED PRODUCT CATALOG, ESPECIALLY FROM
TELEDYNE. ELPROMAN, AND OTHER FIRMS WE CONTACTED, COMMENTED THAT
US MANUFACTURERS USUALLY CANNOT COMPETE WITH EUROPEAN MANUFACTURERS
IN TERMS OF PRICE, SINCE CUSTOMS DUTY OF 7 PERCENT AS WELL AS
FREIGHT CHARGES OF 20 TO 25 PERCENT HAVE TO BE ADDED TO
US FOB PRICES. US MANUFACTURERS WOULD,
HOWEVER, STILL BE ABLE TO COMPETE IF SHORT DELIVERY
TIMES OR SPECIAL CABLES CAN BE OFFERED.

UNCLASSIFIED

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PAGE 02 STOCKH 02697 231146Z

3. ELPROMAN, WHICH WAS ESTABLISHED IN 1967, HAS 10
EMPLOYEES (4 SALESMEN) AND ANNUAL TURNOVER OF
APPROXIMATELY SKR 4 MILLION. THE FIRM IS FINANCIALLY
SOUND AND PAYMENTS HAVE BEEN MET SATISFACTORILY.
RECOMMENDED TRADE CONTACT.

4. ALLHABO AB

BOX 49044
S-100 28 STOCKHOLM, SWEDEN
CONTACT: MR. CURT-AKE NILSSON
TELEPHONE: 08/22 46 00
TELEX: 19015 ALLHABO

5. THIS FIRM IS PRELIMINARILY INTERESTED IN FRATHOM'S OFFER AND WANTS CATALOGS, PRICE QUOTATIONS, AND, IF POSSIBLE, A LIST OF EUROPEAN TRADE REFERENCES. ALLHABO HAD SOME VERY BAD EXPERIENCES SOME YEARS AGO WHEN A US EXPORT COMPANY LOST ITS CONTRACT WITH THE US MANUFACTURER, AND LARGE ORDERS WERE NOT FILLED. THE FIRM IS PRESENTLY BUYING SOME PRODUCTS THROUGH EXPORT COMPANIES, BUT HAS OBTAINED WRITTEN CONFIRMATION FROM THE US MANUFACTURERS GUARANTEEING THAT ALLHABO WILL REMAIN THEIR SWEDISH DISTRIBUTOR AND DELIVERIES WILL CONTINUE REGARDLESS OF THE US FIRMS' RELATIONSHIP WITH THEIR EXPORT MARKETING COMPANIES.

6. ALLHABO IS A LARGE, WELL-ESTABLISHED IMPORTER/AGENT/DISTRIBUTOR WITH SIX SALES DIVISIONS AND 50 EMPLOYEES (23 SALESMEN). MR. CURT-AKE NILSSON IS THE SALES MANAGER FOR THE SECTION HANDLING TECHNICAL LAMINATES, COPPER CLAD MATERIALS, CABLES AND WIRES, FLEXIBLE COPPER WIRE AND WINDING WIRE. THE COMPANY HAS SHARE CAPITAL OF SKR 300 THOUSAND, APPROXIMATE ANNUAL TURNOVER OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STOCKH 02697 231146Z

SKR 27 MILLION, AND IS FINANCIALLY SOUND. RECOMMENDED TRADE CONTACT.

7. TRANSFER AB
FACK
S-172 20 SUNDBYBERG, SWEDEN
CONTACT: MR. BJORN NILSSON
TELEPHONE: 08/98 16 20
TELEX: 19339

8. THIS FIRM WANTS CATALOGS AND PRICE QUOTATIONS ON UL-APPROVED HOOK-UP WIRE AND CABLE, AND COAXIAL CABLES, TYPE MIL-D-17D. INFORMATION ON INDUSTRIAL WIRING MIGHT ALSO BE OF INTEREST.

9. TRANSFER (ESTABLISHED IN 1935) IS A MEDIUM SIZED AGENT/DISTRIBUTOR OF ELECTRIC MOTORS, GENERATORS, SWITCHGEAR, TRANSFORMERS, MEASURING INSTRUMENTS, STATIONARY AND MOBILE DIESEL AND GAS TURBINE AGGREGATES, AND SPECIAL CABLES. ITS SHARE CAPITAL IS SKR 510 THOUSAND, AND ITS ANNUAL TURNOVER APPROXIMATELY SKR 129 MILLION. THERE ARE ABOUT 100 EMPLOYEES. ONE OF THE FIRM'S PRINCIPAL CUSTOMERS IS THE SWEDISH STATE POWER BOARD. TRANSFER IS FINANCIALLY SOUND AND PAYMENTS

HAVE BEEN MET SATISFACTORILY. RECOMMENDED TRADE CONTACT.

APPROVING OFFICER: ECON:CA:TRUMME.
PERRY

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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